



BIKE SHARE

July 1 - July 31 2017 Report Tempe



GRID Bike Share is Operated By:



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SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	97	30
Active Virtual Stations	0	0
Active Bikes (averaged over the month)	827	NA
Trips		
Total Trips	4,615	1,658
Trips Per Day (average)	149	53
Utilization Rate (trips per bike per day)	.16	.18
Active Members		
Total Membership	15,659	N/A
Monthly/Yearly Plans	628	N/A
Pay-As-You-Go & 7 Day Plan	15,031	N/A
Revenue		
Total Revenue	\$12,781	\$3,418.90
Maintenance/Customer Service Activity		
Total CS Cases Created	105	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	26	181
Monthly	30	210
Annual	0	202
Other	0	35
Pay As You Go	489	14,695
7 Day Pass	71	336
TOTAL	616	15,659

Trips

Cumulative Trips Per Day of the Week July 2017 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
279	250	238	253	211	194	233

Trip Initiation Method (Tempe Only)

Table 4

Mobile	156
Keypad (manually entered)	1,470
Keypad RFID Card	27
Website	5

Table 5

	July (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	4,615	34,132	1,658	4,874
Total Miles Ridden	7,117	60,247	3,071	10,373
Avg Trip Distance	1.7	1.1	2	2.2
Avg Trip Time	23:11	29:43	25:19	27:36
Avg Weekday Trips	157	153	59	63
Avg Weekend Day Trips	266	370	19	65
Holds	337	2,150	N/A	N/A
Ended out of Hub	476	2,986	180	470
Ended out of System Area	2	35	0	1

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	July Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,026	44%	15,135	44%
7 Day Pass	227	5%	2,854	8%
Annual	305	7%	3,003	9%
Monthly	714	15%	5,617	16%
Student	1,186	26%	6,517	19%
Other	157	3%	1,006	3%
TOTAL	4,615		34,132	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	July Trips	%	Trips YTD	% YTD
Pay-as-you-go	686	41%	1,960	40%
7 Day Pass	142	9%	607	12%
Annual	33	2%	58	1%
Monthly	158	10%	557	14%
Student	600	36%	1,502	31%
Other	39	2%	80	2%
TOTAL	1,658		4,874	

Tuesday, July 4th was the highest day for regional ridership with a total of 202 trips taken. For trips originating in the Tempe service area, Sunday, July 30th was the top day for ridership with 78 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T20 Tempe Center for the Arts	497	T23 Escalante Center	6
P127 Central Ave / Roosevelt St	414	P101 5th St / Grant St	4
P106: 1st St / Washington St (Sponsored by SRP)	355	M109 Main St / Horne	3
P125 Pierce St / 1st Street	321	P159 Sherman St / 3rd Ave.	2
P109 Adams St / 1st Ave	279	P169 Yuma St / Central Ave	2
T17 Tempe Beach Park	247	M105 Robson / 1st St (i.d.e.a. Museum)	1
P110 Van Buren St & 1st Ave	229	P151 3131 S. Central Ave (Audubon Center)	0
P129 5th St / Roosevelt St	221	P176 Buckeye Rd / 13th St	0
P123 5th Ave / Fillmore St	216	M110 2nd St / Hobson	0
P175 9th St. / Van Buren St	211	M111 Broadway / Olive	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	252	245	497	0	0.54
T17 Tempe Beach Park	131	116	247	0	1.04
T14 College Ave / University Dr	96	107	203	0	1.73
T27 McAllister Ave / Apache Blvd	102	97	199	0	0
T16 Apache Blvd / Rural Rd	98	91	189	0	0
T26 McAllister Ave / Terrace Rd	99	88	187	0	0
T31 6th St / Mill Ave	76	76	152	0	0
T02 3rd St / Mill Ave	79	69	148	0	0
T11 University Dr / Mill Ave	75	65	140	0	5.81
T24 Westside Center	69	59	128	0	16.08
T01 5th St / Forest Ave	50	51	101	0	0
T18 Neil Giuliano Park	42	44	86	0	1.22
T04 Apache Blvd / Dorsey Ln	41	37	78	0	0
T13 College Ave / Apache Blvd	38	39	77	0	0
T03 Rural Rd / University Dr	39	36	75	0	2.2
T29 Tempe Town Lake Marina	35	37	72	0	0
T28 Rio Salado Pkwy / Mill Ave	30	35	65	0	1.13
T15 8th St / Dorsey Ln	24	26	50	0	0
T19 Kiwanis Park	25	23	48	0	0
T12 Rural Rd / Southern Ave	20	21	41	0	0
T25 Veterans Way / University Dr	20	21	41	0	0
T05 McClintock Rd / Apache Blvd	20	13	33	0	14.09
T06 McClintock Dr / Rio Salado Pkwy	10	13	23	0	0
T30 Evelyn Hallman Park	10	11	21	0	0
T09 Washington St / Center Parkway	9	10	19	0.68	0
T08 Apache Blvd / Price Rd	7	11	18	0	0
T10 Washington St / Priest Dr	10	8	18	0	0
T22 Baseline Rd / Priest Dr	7	7	14	0	0
T07 Smith-Martin / Apache Blvd	4	7	11	0	0
T23 Escalante Center	3	3	6	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	284,697	1,365,280	66,320	128,640
Carbon Offset (lbs)	6,276.28	30,036.16	1,459	2,830

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	827	N/A
Bikes inspected in field	3,204	866
Bicycles repaired	154	14
Average bike repair time	24-48 hrs	24-48 hrs
Bikes lost or stolen	0	0
Graffiti Cleaned	6	0

Out of Station Lock-Ups in Tempe

Of the 1,658 trips started in the Tempe system area in July, 180 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace, the Safeway Market complex located at Rural Rd. and Broadway Rd. the intersection of Industrial Park Ave. and Broadway Rd. and the intersection of Farmer Ave. and 11th St.

Reported Repairs/Issues (Full System)**Table 12**

	Type of Issue	July	YTD
1	Shifting/Pedaling	33	196
2	Other	49	373
3	Lock	10	61
4	Flat Tire	40	216
5	Keypad	9	67
6	Seat	6	49
7	Brakes	12	40
8	Lighting	2	13
9	Frame	4	36

Compared to the previous month there was a .57% increase in repairs/issues reported by users via the bikes on-board keypad. In July, 3.58% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in July was Member Inquiries.

Table 13

Reason For Contact	July Created Cases (Full System)	YTD
Member Inquiries	23	165
Billing	13	171
Account Management	13	111
Bike Issue	11	112
Charges	10	77
General Education	7	124
Operations	12	72
Sign Up	6	46
Hub Request	0	21
Partnerships	9	42
New Program Request	1	5
Total CS Cases Created	105	946

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	70 seconds
Avg duration of call	5 min 39 Sec

Service Levels

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In July, the average revenue for the full system was \$13.30 per bike and \$2.64 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$4,607	36%	N/A (data only available for full system)
Ride Fees	\$7,609.46	60%	\$3,239.9
Out of Hub Fees	\$764.00	6%	\$346
Out of System Area Fees	\$120.00	1%	\$0
Rider Bonuses Given	- \$382.00	-3%	\$-167
TOTAL	\$12,718		\$3,418.9

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Weather

(Table 17: Source: www.wunderground.com)

July	Trips	Temp. (°F)			Precip. (in)	Events
	Full Sys	high	low	avg	sum	
1	180	112	80	96	0	
2	110	110	83	97	0	
3	178	107	88	98	0	
4	202	111	88	100	0	
5	157	112	87	100	0	
6	148	111	88	100	0	
7	160	118	91	105	0	Thunderstorm
8	133	113	95	104	0	
9	115	109	87	98	0	
10	151	109	88	99	0.51	Rain , Thunderstorm
11	152	104	82	93	0.25	
12	155	108	85	97	0	
13	151	109	87	98	0	
14	162	108	86	97	0	
15	122	109	87	98	T	Rain , Thunderstorm
16	100	104	74	89	9.65	Rain , Thunderstorm
17	140	99	76	88	1.27	Rain
18	156	103	79	91	T	Rain , Thunderstorm
19	137	102	82	92	0	
20	116	103	83	93	0.25	Rain , Thunderstorm
21	196	103	83	93	0.25	Rain , Thunderstorm
22	139	106	83	95	0	
23	104	103	76	90	5.33	Rain , Thunderstorm
24	162	90	75	83	4.57	Rain
25	139	102	80	91	T	Rain
26	144	106	84	95	0	
27	181	110	89	100	0	
28	170	101	85	93	T	
29	147	103	83	93	0.51	Rain , Thunderstorm
30	178	99	80	90	0	
31	130	107	85	96	0	